

MAY 04 2006

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application No. 09/773,943**Group Art Unit:** 3622**Applicant(s):** Ronald Jacoby et al.**Examiner:** Jeffrey D. Carlson**Filing Date:** January 31, 2001**Docket No.** 85804-019600**Title: SYSTEM FOR DYNAMIC
GENERATION OF ONLINE
STREAMING MEDIA
ADVERTISEMENTS****Customer No.** 32361

CERTIFICATE UNDER 37 CFR 1.6(d)

I hereby certify that this correspondence and identified attachments are being transmitted via facsimile only to the United States Patent and Trademark Office, Facsimile No. (571) 273-8300 on May 4, 2006.


Name: Suzanne MarxINFORMATION DISCLOSURE STATEMENT

MAIL STOP: RCE
Commissioner for Patents
Post Office Box 1450
Alexandria, Virginia 22313-1450

Sir/Madam:

In compliance with the duty of disclosure under 37 C.F.R. § 1.56, and in accordance with the practice under 37 C.F.R. §§ 1.97 and 1.98, the Examiner's attention is directed to the below-identified documents. A copy of each identified document is enclosed.

Serial No. 09/773,943
Information Disclosure Statement

PATENT
Docket No. 85804-019600

More particularly, the Examiner's attention is directed to the Written Opinions, dated March 10, 2005 and October 14, 2005, and to the Preliminary Examination Report dated February 17, 2006, all of which issued in a counterpart international patent application to the present application. United States Patent No. 5,740,549, which was cited in each of these papers, has been considered and made of record in the present Application by the Examiner, as evidenced in the February 10, 2004 Office Action and the Form PTO-892 which accompanied this Office Action.

This Information Disclosure Statement is being filed with a Request For Continued Examination. Accordingly, this Information Disclosure Statement is considered timely filed pursuant to 37 CFR § 1.97(b)(4), and no fee is believed to be necessary.

Accordingly, the Examiner is urged to study this information in its entirety and to form an independent determination of the materiality of the information to the claimed invention.

Applicant's undersigned attorney may be reached by phone in California (Pacific Standard Time) at (714) 708-6500. All correspondence should continue to be directed to the below-listed address.

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PATENT
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The Commissioner is hereby authorized to charge any required fee in connection with the submission of this paper, any additional fees which may be required, now or in the future, or credit any overpayment to Account No. 50-2638. Please ensure that the Attorney Docket Number is referred when charging any payments or credits for this case.

Respectfully submitted,

Date: May 4, 2006


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INFORMATION DISCLOSURE
STATEMENT BY APPLICANT

(use as many sheets as necessary)

Sheet

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of 1

Complete if Known

Application Number	09/773,943
Filing Date	January 31, 2001
First Named Inventor	Jacoby, Ronald, et. al.
Art Unit	2163
Examiner Name	Not Yet Assigned
Attorney Docket Number	017887-004600US

U.S. PATENT DOCUMENTS					
Examiner	Cite No. ¹	Document Number Number Kind Code ² (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
AA	US-5,948,061		09/07/1999	Merrimann et al.	
AB	US-5,974,398		10/26/1999	Hanson et al.	
AC	US-6,006,257		12/21/1999	Slezak	
AD	US 6,029,200		02/22/2000	Beckerman et al.	
AE	US 6,044,376		03/28/2000	Kurtzman, II	
AF	US 6,415,327		07/02/2002	Beckerman et al.	
AG	US app. 2002/0058099 A1		05/16/2002	Coletta	
AH	US app. 2002/0073220 A1		06/13/2002	Leu	
AI	US app. 2002/0082913 A1		06/27/2002	Li	
AJ	US app. 2002/0091784 A1				

OTHER PRIOR ART -- NON PATENT LITERATURE DOCUMENTS

Examiner Initials *	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
	AK	Schwartz, "How Streaming Media Works". Virginia Tech Faculty Development Workshop, Fall 1999, 2 pages.	
	AL	RealNetworks.com, "Beginner's Guide to Streaming Media".	
	AM	RealNetworks.com, "Streaming Media Glossary".	
	AN	iMedia Networks, iMedia Advertising Services Information Page [online], [retrieved on 08/22/2002]. Retrieved from the Internet: <URL: http://www.imedia.net/services/advertising/.php>.	

Examiner Signature		Date Considered
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*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 608. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

¹ Applicant's unique citation designation number (optional). ² Applicant is to place a check mark here if English language Translation is attached.

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